

Store
Hours
9 to 5.30

**Before Going on Your Vacation—
Have Your Eyes Tested.**
It means a lot to your comfort and enjoyment—
and nothing to your pocketbook. For you incur
no obligation asking our advice as to your eyes in
GIMBELS OPTICAL SHOP—Main Floor, Balcony

GIMBEL BROTHERS
32ND STREET—BROADWAY—33RD STREET NEW YORK CITY

The Little Tea Room Is Open!
Just a little space to tell you the big news that the Little
Tea Room is again in its cretonne-y summery dress. And
it still specializes in delicious edibles with true home flavor.
GIMBELS LITTLE TEA ROOM—Eighth Floor

Gimbels
Phone Number
Pennsylvania
5100



500 Sweaters Taken from Regular Stock and Mightily REDUCED

These Are the Buying Points for You to Consider

Three of these Sweater Groups are
priced less than what we paid for them;
one a fraction above its cost price to us.

One Group
\$3.95

Every Sweater is a seasonable model—
regular summer stock in the wanted styles
wools and colors of 1920

Two Groups
\$5.95

At their regular prices, these
Sweaters were good buys; at their
reduced prices, they are values un-
matched—and we say so advisedly.

One Group
\$7.95

So if you are one of the lucky 500—there is no reason in the world for your not having
a sweater that registers 100% in desirability at a lower price than you expected to
pay—and at a lower price than we feel it can be sold for some time to come.

A. Slip-over Ripple Sweater with bell sleeve. This comes in two weights. \$3.95
B. Fibre Silk Sweater in Tuxedo model. Fibre is cotton backed for durability. \$7.95
C. Short-sleeved Middy Sweater with natty tie; another model is fringe-trimmed. \$5.95
D. Sleeveless Middy Filet Sweater—the favorite style for tennis, links and lawn. \$5.95

Colors Are Grey, Rose, Shell Pink, Black and White, Henna, Turquoise.

NO CREDITS. ALL SALES FINAL

GIMBELS WOMEN'S SWEATER SHOP—Third Floor

Fur Vaults On the Premises

to give you the best service
and the surest protection
for your winter wearables.

Cold dry air storage. Guarantee
against loss or damage. A postal
or phone call (Pennsylvania 5100,
Extension 34) brings our auto.

"GIMBELS—Furriers Since 1848"

FUR VAULTS—Tenth Floor

Sold By Post Card

A large proportion of the talcum powder in the big talcum sale. Who
would miss getting a whole summer's supply of fine powder for the
unusual cost of a few weeks' supply, when a post card will bring

Gimbel Talcum Powder
at 19c a lb. can—55c for 3 lbs.

High grade borated talcum powder—pure! With a delicate
Violet or Corylopsis scent—or the refreshing unscented talcum.

GIMBELS DRUG STORE—Main Floor and Subway Balcony



Lovely French Blouses

Specially Purchased at Less than the Cost
of Landing and Very Specially Priced

\$6.95 to \$14.75

**AND—EVEN SO—YOU WILL DEDUCT
25% AT THE TIME OF PURCHASE**

Hand made linens, heavy crepes de chine hand embroidered, real filet, fine
imitation laces hand drawn-work, finest French voiles and batistes—but
they're all exquisitely dainty in design and coloring.

White, flesh, ciel, mauve, salmon, old rose, apricot and nattier blue. A few blacks.

And Remember—Every Imported Blouse
in Stock Is Selling at a Deduction of 25%

GIMBELS FRENCH BLOUSE SALON—Third Floor

SUMMER PETTICOATS

Shadow Proof Ones—
Washable Ones—
Pink and White Ones—
And each offering
Exceptional Value.

Offered at four different
prices, you will find here "just
the one you've been looking
for." That washable, pretty
as well as practical "Petti"
to wear, shadow proof, under
a summer dress.

AT \$2.00

In pink or white; with a cluster
tucked flounce, with a little under
ruffle if preferred, and of splendid
quality sateen. You will scarcely
believe it when you see them.

AT \$3.50

In white; a French tucked flounce
with hemstitched ruffle; of cotton
chambray, smooth and shimmer-
ing, a pretty petticoat for a pretty
dress.

AT \$3.95

In pink or white; a smartly de-
signed petticoat, dainty and gay;
with pin tucks, shirred ruffles,
rows of hemstitching and made of
Egyptian Satine.

AT \$4.95

"Satinay" Petticoats, and you
know what this trade name stands
for. In pink or white; a straight
line model, with deep hem simply
hemstitched. For a very sheer
frack this is a darling petticoat.

GIMBELS—Second Floor

Let 'Em Play!

—Injuns and
Circus and
Everything.

Why should you worry about
what the younger set does to
its clothes when

**Kiddies' Play
Suits Are Only**

\$2.00

They're made of fine khaki cloth—
heat dyeing—dirt dyeing—(Hur-
rah! fewer trips to the wash tub)
and sewed sturdily enough to
withstand the strain where the
strain comes. Mighty good suits to
do that—you'll agree.

Sizes 6 to 12—Not all sizes in
Every Style. That's \$2.00
Why the Price Is. . . .

GIMBELS—Fourth Floor

About 500

Of Those
Famous Tub
Frocks, at **\$1.95**

Just about 500 more—and
hard work to get even those.
A mere drop in the bucket for
everybody who wants 'em. So
be here as early as you can.

For Girls 6 to 14

Chambrays—Ginghams—
made as well and trimmed
as well as and styled as
well as the last ones—
which says it all—except
that the price is still

\$1.95

No Returns. No Credits.
GIMBELS—Third Floor

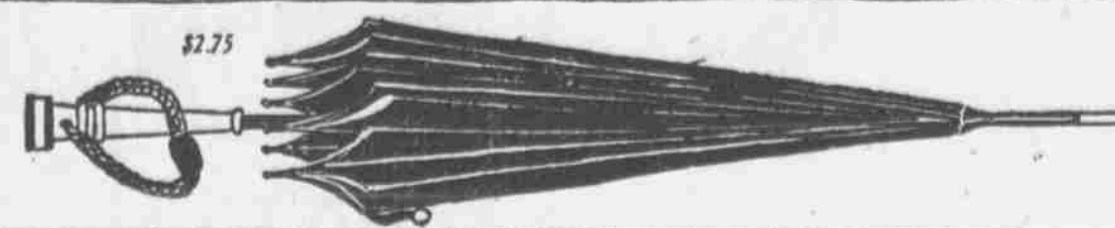
Very Near Cost!

White and Plaid
Woolen Blankets

You may choose them in white with
pink or blue borders and a wide
binding to match, or in smart
block patterns of pink, blue or tan
with binding to match. They are
wool and cotton mixed; 66x84
inches. And their price

\$6.75

leaves the profit in the transac-
tion almost entirely on your side.
GIMBELS—Second Floor



WOMEN'S UMBRELLAS: \$2.75

There are only 500 of them. Will they last out
the day? We hope so, as we don't like to disap-
point any one. But these values! We haven't
been able to touch them for many a day.

GIMBELS UMBRELLA SHOP—Main Floor

Of extra quality American taffeta—that practical
cotton fabric of which umbrellas are made—tape
edged—in silk case—with handles of plain or carved
wood and others with silk cord loop.

These Look to Us Like the Biggest Cretonne Pillow Values in the City

Come In and See What You Think of Them

And when you've made up your mind that we're right—as we think you will—be it
known to you that this is EVENT FOUR in the "Most-for-Your-Money" Cam-
paign that the Gimbel Upholstery Shop's inaugurated during the month of June.

1,000 Cretonne Cushions in round and square
styles; the covering is heavy stock cretonne.
75c ea.

Others \$1.60 and higher.

300 Cretonne Covered Chair Seats with a knife-
edge and buttons; 18 inches deep; 21 inches wide.
\$1.75 ea.

GIMBELS UPHOLSTERY SHOP—Sixth Floor

500 Cretonne Covered Chair Seats with 1½ to
2 inch border; 20 inches deep; 21 inches wide.
\$2.25 ea.

100 Denim Covered Chair Seats; staunch and
sturdy. Brown, grey, colorings; 20x21 inches.
\$2.25 ea.

Matting Covered Cushions for use on lawns and
porches of cottages by the sea. Very Special,
60c ea.

Silken Undergarments

Low-Priced but Very Lovely



Bloomers at \$2.95

Flesh crepe de chine, with two elastic
shirings and an edging of Val. Pretty
rosebuds for daintiness and reinforcing for
durability. The same style in satin, too.
And another model in flesh satin has ruffled
knees, with a hemstitched hem.

Bloomers at \$3.95

Of flesh satin or crepe de chine, of splendid
quality. Made with double elastic and
ruffle at the knees. Other bloomers, \$5.00
to \$15.00.

Envelopes at \$2.95

Flesh crepe de chine chemises, one with built
up shoulders, others with straps. Fine trim-
ming touches.

Gowns at \$6.98

A charming sleeveless model (pic-
tured), of crepe de chine and fine
lace. Most exceptional value! Others
at \$9.35 to \$52.40.
Satin Gowns, \$8.25 to \$60.00.

GIMBELS LINGERIE SHOP—Second Floor

Envelopes at \$3.85

Bands of embroidered Georgette,
pretty laces on these crepe de chine
chemises. Other Envelopes, \$4.95 to
\$21.45.

Underthings

For Miss,
2 to 16, **\$1.95**

Styled as she likes 'em—and
daintily trimmed and fab-
ricked. Tailored types? Cer-
tainly! And very fluffy ruf-
fles, too. Just about every
kind of undertog that Miss 2
to 16 needs in the good old
summertime!

Nightgowns, in slip-over and em-
pire styles, \$1.95.
Others \$1.50 to \$3.95

Envelope Chemises in hemstitched
flesh batiste, \$1.95.
Others \$2.95 to \$3.95

2-Pc. Pajamas, white, pink or blue,
frog trimmed. Sizes 4 to 16, \$1.95.
Others, \$2.95 to \$3.95

These Are Good, Too
Knicker or Straight Drawers for
children and misses.
Others 85c to \$1.95

"Billie Burke" Pajamas, in flesh
or white, with contrasting color, 4 to
16, \$2.95.

GIMBELS—Second Floor.

A Great Stock Reducing Sale 8,000 Pairs of Women's Fine Shoes

To Go at Less Than
Average Cost

\$8.90

IN FORTY DIFFERENT SEASONABLE STYLES
IN GREY, WHITE, BLACK AND TAN

Our many delighted patrons, our increasing business, bespeak the
quality and reliability of our Women's Shoes. Style—Wide Choice
—Excellent Values—and now: Value plus Value.
For the remainder of the week, pumps and oxfords of not a few
styles—each correct, seasonable, modish, are to go in this

STOCK REDUCING SALE

Each shoe usually sells at very much more. In fact, each shoe costs about
this price, and most of them cost us a good bit more than this price.

—The Styles are pumps and oxfords for street and afternoon wear.
—The Soles are turned and welted.
—The Heels are walking, Cuban, Baby Louis and Louis.
—The Leathers are gray, white, black and tan, and also white
canvas models are included.

And—only four out of forty styles are illustrated.

GIMBELS WOMEN'S SHOE SHOP—Second Floor.

